



August 11, 2015

Team,

It's a pleasure to welcome **Ari Soble** to Medacta USA's leadership team in the critical role of Area Director, West- Spine.

Ari most recently spent 5 years with X-Spine in the Western Area Sales Director role. During Ari's tenure he helped launch the X-Spine brand in the United States and over a five year time period grew his sales distribution network from 2 to 14 agencies and sales from \$2m to \$12m annually.

Prior to Ari's Area Director experience he spent 3 years building his own successful spine distribution business in Colorado giving him invaluable experience.

Ari completed his undergraduate degree at University of Colorado in Denver where he earned his Bachelor of Science degree in Philosophy.

With a demonstrated track record of success of building distribution in the West, a high sense of urgency of driving sales along with a commitment to winning I am excited on what Ari will bring to the Medacta USA Spine team!

Please join me in welcoming Ari to Medacta USA.

A handwritten signature in black ink, appearing to read "DS", with a large loop at the end.

David Sponsel

Vice President of Sales, Spine